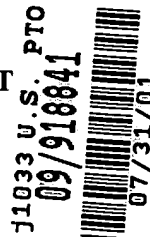


IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
(Attorney Docket No. 05423.00001)

#4
PATENT



In the Application of:)
Bulatovic et al.)
Serial No. not assigned) Group Art Unit: not assigned
Filed: July 31, 2001) Examiner: not assigned
For: METHOD AND SYSTEM FOR SELECTIVELY)
DISPLAYING ADVERTISEMENTS ON A)
DISPLAY DEVICE)

INFORMATION DISCLOSURE STATEMENT

Commissioner of Patents
Washington, D.C. 20231

Dear Sir:

Pursuant to 37 C.F.R. 1.97 and 1.98, the Applicants wish to make the following references of record in the above-identified application. This Information Disclosure Statement is in compliance with the continuing duty of candor as set forth in 37 C.F.R. 1.56. Copies of the references cited below are enclosed.

The references are also listed on the enclosed and completed PTO Form 1449.

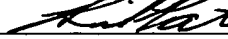
REFERENCES

U.S. Patent Documents

1. U.S. Patent No. 5,809,242, issued September 15, 1998;
2. U.S. Patent No. 5,873,093, issued February 16, 1999;
3. U.S. Patent No. 5,898,871, issued April 27, 1999;
4. U.S. Patent No. 5,937,392, issued August 10, 1999;
5. U.S. Patent No. 6,122,641, issued September 19, 2000; and
6. U.S. Patent No. 6,154,786, issued November 28, 2000.

Respectfully submitted,
BANNER & WITCOFF, LTD

Dated: July 31, 2001

By: 
Binal J. Patel
Reg. No. 42,065

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U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Substitute for form 1449A/PTO

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Sheet

1

of

1

Attorney Docket Number

Complete if Known

Application Number

n/a

Filing Date

July 31, 2001

First Named Inventor

Marija V. Bulatovic

Group Art Unit

n/a

Examiner Name

n/a

Attorney Docket Number

05423.00001

[illegible][illegible]

**Examiner
Signature**

Date Considered

¹ Unique citation designation number. ² See attached Kinds of U.S. Patent Documents. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

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